



# Strategic Planning: A Practical Guide for Competitive Success

By Stanley Charles Abraham

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**Strategic Planning: A Practical Guide for Competitive Success** By Stanley Charles Abraham

An exceptional treatise on strategic planning for single-business companies that is at once academically rigorous and uncommonly practical, this book embodies the Association for Strategic Planning's "Think-Plan-Act" rubric. It emphasises the pervasive role of strategic thinking in strategic planning, including searching for better strategies, business models, and opportunities. This includes monitoring changes in the external environment: the firm's industry and competitors, markets, and general environment. The book also provides original and proven techniques to develop viable strategic alternatives, as well as many other useful analytical tools. Unique software enables a full analysis of a firm's financial performance and condition as well as a full strategic analysis, thus integrating everything presented in the book and providing an opportunity to practice doing a strategic analysis. Includes examples of real companies.

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## **Strategic Planning: A Practical Guide for Competitive Success** By Stanley Charles Abraham **Bibliography**

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### **Editorial Review**

#### **Review**

Abraham (strategy and entrepreneurship, California State Polytechnic U.) outlines the process of strategic planning for managers and executives, consultants, owners of small to medium sized-businesses, students in MBA and executive-education programs, and undergraduates. He details what it is and how to do a strategic analysis using a specific model for making decisions and recommendations, with a focus on business-level or competitive strategies and single-business companies that are established and for-profit. The model addresses deciding the direction and strategy for the company, setting short and long-term objectives, and coming up with principal programs. He defines key terms, discusses strategic thinking, external and internal analyses, coming up with strategic alternatives, how and how fast to implement the strategy, managing the strategic planning process, and aspects of operational planning and implementation, ending with 10 benefits. The book updates his previous volume, *Strategic Planning: A Practical Guide for Competitive Success* (2006). Online access to case studies, analytical tools, quizzes, presentations, companion software for strategic analysis, and other resources is included. Distributed in North America by Turpin Distribution. --Book News Inc. Portland, OR

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#### **Mark Giordano:**

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#### **Kathy Woodward:**

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**Matthew German:**

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